

Maayan Rohar

Graphic Designer & Art Director

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ABOUT

Brand Designer and Art Director with 6+ years of experience creating cohesive visual identities and leading creative production. Proven ability to manage cross-functional projects, develop scalable brand systems and translate business goals into compelling design. Comfortable owning the full creative process in fast-paced environments.

Experience

Yotam Bezalel Studio Studio Manager | 2023–Present

Lead a team of designers, managing project pipelines and delivering under tight deadlines. Oversee creative direction for photoshoots and brand campaigns for clients including *Tea Bar* and *EVER-IS*. Serve as the key link between design, development and clients on website projects for *Shapiro Beer* and *EVER-IS*.

Yotam Bezalel Studio Graphic Designer | 2022–Present

Built end-to-end brand identities – logo, packaging, print and digital – for F&B and cosmetics clients including *Carmel Winery*, *Dr. Fischer* and *Artisan Bread*. Led a full rebrand of *Elite Coffee* capsules, establishing a consistent visual system across the product line.

Dar Laor Studio Graphic Designer | 2020–2022

Created digital and print assets for institutional clients including *The National Library* and *Tel Aviv Municipality*. Developed the full visual language for *Manofim Art Festival 2021* and the *Jerusalem Baroque Orchestra 2021–2022* season.

Freelance Designer & Producer | 2020–Present

Designed pitch decks, digital and print assets for diverse clients. Led full website redesign and project management for artist and designer Nomi Geiger. Produced a 2-day academic seminar for Bezalel's Visual Communication department. Conceived and designed "*Filtered*", shown as part of the "*No Kidding*" group exhibition at the *Edmond de Rothschild Center*.

More

Independent Publishing Project 2022–Present

Conceived, designed and self-published a book series named "*Intimidating, Leopard-printed and Unapologetic*" addressing social expectations of women. Ran a crowdfunding campaign that raised 45,000 NIS from 160 supporters, funding an offset print run of 500 copies. Designed all brand touchpoints distributed through bookstores and design stores across Israel.

Israel Scouts Movement Various Leadership Roles | 2014–2019

Managed a training program of 1,000+ trainees and 100 instructors. Led budget management, scheduling and coordination across multiple teams and stakeholders. Produced intra-tribal and community events, as well as seminars and trips. Managed a summer camp operations team of 50.

Education

2017–2021

Bezalel Academy of Arts and Design, Jerusalem

Bachelor of Design

Upon graduation, my final project entered the "Best Book Design from all over the World 2022" competition.

2019

ECV - École de Création Visuelle, Paris

Exchange Student Program

2008–2012

Blich High School

Skills

Creative:

Brand Identity & Systems
Packaging
Print & Digital Design
UX/UI
Art Direction
Production

Management:

Project Management
Team Leadership
Client Relations

Programs

Adobe programs:

Illustrator, Photoshop, InDesign, After effects

Figma

AI tools:

Claude, ChatGPT, Gemini, Adobe Firefly, Weavy

Languages

Hebrew – mother tongue
English – full command
Spanish – basic

* Recommendations will be provided upon request